



MISSION DRIVER PARTNERSHIP PACKET

2023





About Us



Our Mission

To build leaders, strengthen organizations and elevate Greater Omaha through positive, practical business ethics.

After the Enron Scandal that rocked Omaha in 2005 (Did You Know...Enron started in Omaha), Dr. Beverly Kracher, holder of the Robert B. Daugherty Endowed Chair in Business Ethics & Society in Creighton University's Heider College of Business, joined forces with Omaha business leaders to address the need and interest in local business ethics education.

In 2006, the Heider College of Business approved the formal creation of a business ethics group. In 2008, the Greater Omaha Alliance for Business Ethics was legally established, as a stand-alone not-for-profit entity. The Alliance has three founding partners, the Heider College of Business, Greater Omaha Chamber of Commerce, and the BBB of the Midlands. Additionally, the Alliance is made up of Trustees around Omaha who act as a guild of business leaders who are ambassadors, supporters, and advisors of the Alliance's mission.

Dr. Bev led the Alliance for over 12 years as Executive Director and CEO building a full range of community programs, ethics-based products and services, as well as the Alliance's premier conference: EthicSpace. In 2020, Michael Robinson was named Executive Director. Casey Putney now serves as the VP of Leadership Development. Together they are ensuring the Alliance continues its legacy and reputation of providing relevant ethics education to the Omaha business community.

Everything the Alliance does promotes an environment where the discussion and practice of ethics is encouraged and expected in our local community. Because business leaders trust the Alliance, it is able to create the forums to have conversations that no one else in the community can have. The Alliance's brand of ethics education is impartial, research-based, and respectful. Always.

Today we serve over 300 Trustee Organizations in the Metropolitan Omaha Area.



As a Mission Driver, your organization is supporting the overall strategic efforts of the Alliance as well as ensuring the long-term sustainability of our work. Mission Drivers help the Alliance broaden our reach, research and offer more education, expand our programs and be more self sustaining. The Business Ethics Alliance has been a part of the Omaha business community for more than 14 years. Our partnership with the BBB, the Omaha Chamber of Commerce, Creighton's Heider College of Business and you - the business community - are the foundation of the Alliance and make it a unique and highly innovative organization.

We are looking for organizations who:

- Believe that good ethics equal good business and ethical leadership leads to strong employee engagement and retention
- Are always ready to learn and educate their workforce to maintain the highest ethical standards
- Want to impact our vision because a stronger Omaha is better for all businesses
- Are committed to excellence in ethics and model ethical behavior





PARTNERSHIP OPPORTUNITIES

Ethical Omaha Champion Level: \$30,000

Champion partnership consists of the following:

- Exclusive Champion level logo placement next to Creighton University Heider College of Business and other Mission Drivers at all Alliance Events
- Full Page ad in the quarterly BEACON Magazine that is sent to all Trustee CEO'S and email list of 4,600
- Access to online training catalogue as it's developed
- Executive leader will be featured on the BEA Podcast
- Executive Leader will be featured on "The Suite Life"-hosted by *Kristi Andersen (Linkedin Interview series)*
- One full-page company or individual profile in the Alliance Annual Report, including company logo, photo, 100-200 word statement and company brand or individual recognition at our Annual Trustee Meeting
- Video recording of all five (5) signature events and facilitation sheet provided to be used in team development
- Similar brand recognition and profile statement on the Alliance website Mission Donors webpage and logo on the footer of every webpage
- 20% of donation is set aside for long-term sustainability
- Use of Business Ethics Alliance badge
- Full-page ad in program at each Signature Event
- Half page ad in the Midlands Business Journal during EthicSpace special edition

Ethical Omaha Benefactor Level: \$20,000

Benefactor partnership consists of the following:

- Exclusive Benefactor level logo placement next to Creighton University Heider College of Business and other Mission Drivers at all Alliance Events
- Half-page ad in the quarterly BEACON Magazine that is sent to all Trustee CEO'S and an email list of 4,600
- Executive leader will be featured on the BEA Podcast
- Access to online training catalogue as it's developed
- One half-page company or individual profile in the Alliance Annual Report, including company logo, photo, a 50-100 word statement and company brand or individual recognition at our Annual Trustee Meeting
- Video recording of all signature events
- Similar brand recognition and profile statement on the Alliance Website Mission Donors webpage and logo on the homepage
- 10% of donation is set aside for long-term sustainability
- Use of Business Ethics Alliance badge as defined in the branding guidelines attached
- Half-page ad in program at each Signature Event
- Half-page ad in the MBJ ad during EthicSpace



Ethical Omaha Sustainer Level: \$10,000

Sustainer partnership consists of the following:

- Sustainer level logo placement next to Creighton University Heider College of Business and other Mission Drivers at all Alliance Events
 - Quarter Page ad in the quarterly BEACON Magazine that is sent to all Trustee CEO'S and an email list of 4,600
 - One quarter-page company or individual profile in the Alliance Annual Report, including company logo, photo, a 25-50 word statement and company brand or individual recognition at our Annual Trustee Meeting
 - Video recording of all five (5) signature events and facilitation sheet provided to be used in team development
 - Similar brand recognition and profile statement on the Alliance website Mission Donors webpage and logo on the homepage
 - 5% of donation is set aside for long-term sustainability
 - Use of Business Ethics Alliance badge as defined in the branding guidelines attached
 - Quarter-page ad in program at each Signature Event
 - Quarter-page ad in MBJ during EthicSpace
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Ethical Omaha Integrity Level: \$5,000

Integrity partnership consists of the following:

- Integrity level logo placement next to Creighton University Heider College of Business and other Mission Drivers at all Alliance Events
- Video recording of three (3) signature events and facilitation sheet provided to be used in team development
- Logo in the quarterly BEACON Magazine that is sent to all Trustee CEO'S and an email list of 4,600.
- Logo in all Signature Event programs
- Use of Business Ethics Alliance badge as defined in the branding guidelines attached
- Logo placed in MBJ for EthicSpace



Privacy Statement

1. It is the policy of the Business Ethics Alliance® (the Alliance) to seek and accept Mission Driver partnership only from those partners who support the Alliance’s vision, mission, and core values.
2. The Alliance may refuse donations from Mission Driver partners who could potentially use the relationship with the Alliance to defend products, practices, or positions that are not aligned with the Alliance’s vision, mission, and core values, thus impeding the work to further the Alliance mission.
3. We encourage Mission Driver partners to mention that they have provided support to the Alliance, but they must not imply that the Alliance endorses the Mission Driver partners.
4. Mission Driver partners have permission to use the Alliance Mission Driver badge per brand guidelines, but they must refrain from using the Alliance logo.
5. Mission Driver partners may decline certain agreed-upon benefits as stated in this document.
6. Mission Driver partners donations are provided in the form of “unrestricted income” to support the overall vision and activities of the Alliance.
7. Relationships with Mission Driver partners must remain mutually satisfactory. The Alliance reserves the right to cancel the agreement in the event that the relationship no longer meets that standard. Refunds will not be available.





2023 Events Calendar

MARCH 23 - Spring Ethics Breakfast | 7:30a-9:00a | Kiewit University

Women in Leadership

APRIL 20 - Spring Ethics Luncheon | 11:30a-1:00p | Scott Conference Center

Diversity on Boards

MAY 25 - Spring Mind Candy Dialogue | 7:30a-9:00a | Scott Conference Center

Mental Health in the Workplace

JUNE 29 - Summer Mind Candy Dialogue | 11:30a-1:00p | Heider College of Business

Ethics of the Hybrid Work Team

AUGUST 3 - Fall Ethics Luncheon | 11:30a-1:00p | Charles Schwab Field

Artificial Intelligence (AI) and the Future of Business

October 5th - 15th Anniversary Gala (EthiSpace Conference)

November TBA - Annual Trustee Meeting

TRUSTEE SOCIAL (4:00p-5:30p)

- February 16, 2023; TBA
- May 18, 2023; TBA
- August 17, 2023; TBA
- December 7, 2023; TBA



Join our 2022 Mission Driver's



Jack & Stephanie
Koraleski



Jon & Adrian
Minks



Moglia Family
Foundation



JacksonLewis



BUSINESS ETHICS
ALLIANCE